Metro

VIP CARD Change Exp. 12/31

- Metro Club list - What Venues?
- Percent of clubs with back bar sales
- Percent without back bar sales
- How does buy-down work?
- Rapid Response - What percent of surveys do you predict we'll get
- Needs/Quantities of Cigarettes NY/Philly
- **Maria** - find wholesalers in NY, Philly, Boston
- **Ginny** -Does buy-down ties have to be cut separately from sponsorship fee
- **Ginny**- Some type of incentive for bar person & what about a trip to winter parliament party zone with bar with percent of attendees versus sales?
- Can put sign on vending machine
- What can we do with PR in front of PMUSA
- Get media schedule from Karen
- Tell Brand GMR is promoter for Marry Shro??
- Rapid response? Shelby
- Need third site poster
- Data when do we receive for summer program?
- Tables comers? GMR
- 24' X 26" Poster - have made (money)
- Survey (mane) em cards called "Sweepstakes Entry Form"
- Number of Surveys
- Retailer will have an evaluation form - end of program interview with retailer
- Water sports vendors, small fee is involved GMR will produce a survey form.
- Increase number of promotional models - discussing the VIP Concept
- Video-Walk through

1996 Program

- Winter - Ski with addition of Pocanos
- Spring - Break (Myrtle Beach, SC)
- May - Menthol launch
- Summer - Resorts (May- June 1/2 dead for Resorts)
- Fall - Metro

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Source: https://www.industrydocuments.ucsf.edu/docs/yrpn0004